

Item # 13-1C

**City of Carson City
Agenda Report**

Date Submitted: April 6, 2010

Agenda Date Requested: April 15, 2010

To: Redevelopment Authority

Time Requested: Consent

From: Joe McCarthy, Office of Business Development

Subject Title: Action to approve and recommend to the Board of Supervisors the approval of the expenditure of \$75,500 from the Revolving Fund for the Redevelopment Agency to support a 15-week Curry Street Promenade, including the Summer Concerts 2010, the Saturday Morning Farmers' Market and related family activities along Curry Street and at the Brewery Arts Center, as expenses incidental to the carrying out of the redevelopment plan. (Joe McCarthy)

Staff Summary: The Redevelopment Plan adopted by the Carson City Board of Supervisors provides that a purpose of the Plan is to "encourage and assist in providing 'people oriented areas' in the Downtown for daytime and evening special events and promotional activities," and "establish the highest level of recreational opportunity for residents and visitors of all age levels." Based upon previous years, the 15-week Curry Street Promenade, including the Saturday Morning Farmers' Market and related family activities along Curry Street and at the Brewery Arts Center and Summer Concerts 2010; music for all ages, attracts thousands to our Downtown during times that are otherwise quiet and inactive. The increased foot traffic generated by the Curry Street Promenade within this "people oriented area" has a direct impact on the success of many small businesses and cultural facilities throughout the area. Thus, there is a causal connection between this redevelopment effort and the need for the expenses. Finally, this funding is incidental to overall cost of implementing the redevelopment plan.

Type of Action Requested: (check one)
☐ Resolution ☐ Ordinance
☒ Formal Action/Motion ☐ Other (Specify)

Does This Action Require A Business Impact Statement: ☐ Yes ☒ No

Recommended Board Action: I move to approve and recommend to the Board of Supervisors the approval of the expenditure of \$75,500 from the Revolving Fund for the Redevelopment Agency to support a 15-week Curry Street Promenade, including the Summer Concerts 2010, the Saturday Morning Farmers' Market and related family activities along Curry Street and at the Brewery Arts Center, as expenses incidental to the carrying out of the redevelopment plan.

Explanation for Recommended Board Action: See Staff Summary.

Applicable Statue, Code, Policy, Rule or Regulation: NRS 279.382 – 279.685

Fiscal Impact: \$75,500 has been budgeted this year to support the production and success of this event.

Explanation of Impact: Incidental to redevelopment's overall annual budget

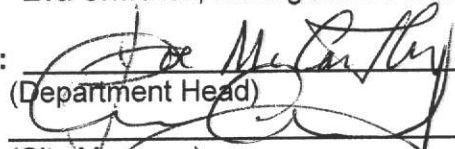
Funding Source: Redevelopment's annual budget for special events

Alternatives: Not approve the funding program, whole or in part

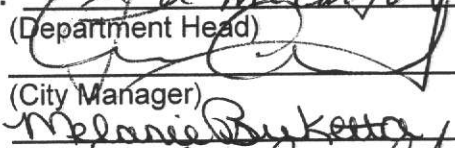
Supporting Material: Application and attachment

Prepared By: Eva Chwalisz, Management Assistant

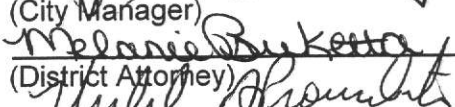
Reviewed By:


(Department Head)

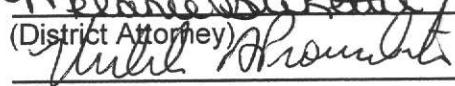
Date: 4-6-2010


(City Manager)

Date: 4/6/2010


(District Attorney)

Date: 4-6-10


(Finance Director)

Date: 4/6/10

Board Action Taken:

Motion: _____

1) _____

2) _____

Aye/Nay

(Vote Recorded By)